



## **CITY OF ROSWELL**

**PURCHASING DEPARTMENT**

**425 N RICHARDSON AVE**

**ROSWELL NM 88201**

**LUPITA EVERETT**

**CHIEF PROCUREMENT OFFICER**

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**(575) 637-6222**

## **REQUEST FOR PROPOSAL**

<b>RFP NUMBER:</b>	<b>20-008</b>
<b>WAYFINDING:</b>	<b>WAYFINDING</b>
<b>DEPARTMENT:</b>	<b>PUBLIC AFFAIRS</b>
<b>COMMODITY CODE:</b>	<b>91827 COMMUNITY DEVELOPMENT CONSULTING</b>
<b>DUE DATE &amp; TIME:</b>	<b>AUGUST 4, 2:00 P.M.</b>

## **GENERAL NOTICES**

### **I. Standards**

- A. This Request for Proposal is issued seeking submissions for the service indicated according to the New Mexico Procurement Code, NMSA 1978, § 13-1-22 to -199 and the City of Roswell's RFP Procedures Guide. All proposals are subject to the following conditions and all applicable state and local laws.
- B. The Chief Procurement Officer reserves the right to amend and/or cancel the Request for Proposals prior to the time and date of the proposal opening.
- C. The Chief Procurement Officer reserves the right to correct any proposal awarded erroneously as a result of a clerical error on the part of the City of Roswell.
- D. Notice is hereby given that as the governing body of the City of Roswell, the City Council reserves the right to reject any and all proposals received. In the case of ambiguity or lack of clarity, the City reserves the right to determine the best proposal or to reject same or to waive irregularities and technicalities.

### **II. Proposal**

#### **A. Submissions**

- 1. **DUE TO COVID-19 ALL PROPOSALS WILL BE OPENED VIA LIVE STREAM AT PRECISELY THE DUE DATE AND TIME STATED ON PAGE ONE OF THIS RFP DOCUMENT. ACCESS THE CITY WEBSITE AT: [WWW.ROSWELL-NM.GOV](http://WWW.ROSWELL-NM.GOV) / CLICK LIVE STREAM BUTTON.**
- 2. **Questions will be received after proposal Offeror names are read aloud via a Go To Meeting session; the Go To Meeting information is attached within this RFP packet.**
- 3. **DUE to COVID19** proposals will be received via electronic **DROPBOX** method. Complete **INSTRUCTIONS FOR UPLOADING PROPOSALS** are attached with this RFP.
- 4. All Offerors wishing to submit a proposal must send an email by **no later than 8:00 a.m. before the due date and time** specified on page one of this RFP document.
- 5. **These words must show on the subject line of your email, otherwise, failure to do so may cause your email to be missed.**  
**RFP-20-008 OFEROR – AUGUST 4, 2020 – 2:00PM – OFFEROR'S NAME-CITY-STATE**
- 6. Facsimile and electronic proposals are not accepted.
- 7. One complete copy of the proposal, including specifications and any other requested literature, must be submitted with the proposal.
- 8. Samples of items, when required, must be furnished, free of expense, prior to the opening of proposals, and, if not destroyed will, upon request of the Offeror, be returned to the Offeror at the Offeror's expense. Copies of any warranties must be included with the Proposal and must be for the maximum amount the manufacturer provides, if goods are warrantable.
- 9. All Offerors and/or Offerors doing business with the City of Roswell shall fill out the City of Roswell **VENDOR INFORMATION FORM**. All Offerors and/or Offerors doing business with the City of Roswell must also provide IRS FORM W-9 (REV. October 2018), both forms are included in this RFP packet. Failure to do so may cause the proposal to be rejected by the City of Roswell.
- 10. All Offerors must complete and include as part of their submittal the **CAMPAIGN CONTRIBUTION DISCLOSURE FORM** included in this RFP packet. Failure to do so will result in rejection of said proposal.
- 11. Proposals must be submitted on the proposal schedule attached.
- 12. **Proposals received later than the due date and time specified in this RFP packet will not be considered.**
- 13. Amendments to or withdrawals of proposals received after the time and date set for proposal opening will not be considered.

14. Unless otherwise instructed, alternate proposals shall not be submitted and will not be considered.
15. All proposals must be valid for a minimum of **120 days** after proposal opening, unless otherwise stated on the Proposal Sheet by the individual Offeror or the City of Roswell.

**B. Terms**

1. Any prices pertaining to exceptions must be attached to the proposal. If the Offeror provides any options other than those requested, these will not be acceptable.
2. For items of tangible personal property included as part of the proposal, all prices should be stated in units or quantities specified, with packing and delivery charges included. The specifications for the services or items of tangible personal property to be procured.
3. Time of proposed delivery must be stated in definite terms. If time varies for different items, the Offeror should so state.
4. Proposals must be made out and signed in the corporate or other name of the Offeror and must be fully and properly executed by an authorized person.
5. Pursuant to NMSA 1978, § 13-1-108, all contracts solicited by competitive sealed proposals for the City of Roswell require that the proposal amount exclude the applicable state gross receipts tax. As the City of Roswell is required to pay the applicable state gross receipts tax, all requests for payment shall include a separate amount on each billing reflecting the applicable tax.
6. All applicable state gross receipts tax charged to the City of Roswell shall be at the current rate at the time of the project. To the extent permitted by law and applicable rules and regulations, Offerors and/or Offerors doing business with the City agree to report the gross receipts tax charged to the City of Roswell on New Mexico Taxation & Revenue Department form CRS-1 and use Roswell as the municipality name in column A and 04-101 as the location code in column C.
7. If applicable, pursuant to NMSA 1978 §13-1-146, a bid security or bond shall be required of Offerors for construction contracts in excess of twenty-five thousand dollars (\$25,000). Bid security or bond in an amount equal to at least five percent (5%) of the amount bid shall be a bond provided by a surety company authorized to do business in the state of New Mexico, or the equivalent in cash. See more specific requirements regarding bonding set forth herein below.
8. If applicable, pursuant to NMSA 1978 §13-4-11 (A), state wage rates shall apply to any bid or proposal on construction or public works projects in excess of \$60,000.00. In addition all bidders and Offerors shall comply with federal wage rates on applicable projects.

**III. Opening and Evaluation**

- A. Offerors or their representative may view the **LIVE STREAM** RFP Opening.
- B. All interested parties are invited to view proposal openings of the City of Roswell.
- C. Proposals will be opened and Offeror's names disclosed aloud at precisely the time and date stipulated in the Request for Proposal and in the legal notice published in the newspaper. The contents of the proposals will not be disclosed at this time.
- D. Each proposal will be evaluated by the Chief Procurement Officer for initial responsiveness and shall have a proper witness present. The Offeror is to provide complete specifications. Acceptable exceptions to specifications will be determined by the Chief Procurement Officer with the aid of the appropriate department head.
- E. The Chief Procurement Officer and the department or evaluation committee will rule on any point needing clarification.
- F. The apparent Best Proposal, meeting specifications, will be determined by the evaluation

committee.

- G. Following determination of the Best Proposal, the Chief Procurement Officer or Project Manager will recommend to the City Council that the City Manager be authorized to negotiate a contract with the Offeror of the Best Proposal.
- H. Information pertaining to proposals will not be released until the City Council has acted upon them and after the final execution of the contract document, pursuant to NMSA 1978, §13-1-116.

#### **IV. Award**

- A. Pursuant to NMSA 1978, §13-1-115, Offerors submitting proposals may be afforded an opportunity for discussion and revision of proposals. Revisions may be permitted after submissions of proposals and prior to award for the purpose of obtaining best and final offers. Negotiations may be conducted with responsible Offerors who submit proposals found to be reasonably likely to be selected for award. This section shall not apply to architects, engineers, landscape architects and surveyors who submit proposals pursuant to Sections 13-1-120 through 13-1-124 NMSA 1978.
- B. All Offerors who are engaged in business within the municipal limits of the City shall be licensed to do business by the City of Roswell, New Mexico prior to issuance of a contract pursuant to this RFP.
- C. The City reserves the right to award this project as a Multiple Source Award, if it is in the best interest of the City of Roswell.

#### **V. Additional Notices**

- A. The City reserves the right to render payment of any invoices using the City's Procurement Card, without incurring any penalty.
- B. The City of Roswell reserves the right to reject any and all proposals, to waive any informality in proposals, and unless otherwise specified by the Offeror, to accept any item on the proposal.
- C. Offerors and/or Offerors doing business with the City of Roswell must be in compliance with the Federal Civil Rights Act of 1964 and Title VII of the Act. Rev., 1979.
- D. It is the sole responsibility of any Offeror who requests consideration for Resident Preference, pursuant to NMSA 1978, § 13-1-21(B), to have obtained a Resident Business Offeror's Certification from the New Mexico Taxation and Revenue Department and provide a copy of the same to the City prior to the proposal opening. Requests for consideration for Resident Business or Offeror's Preference after proposal opening will not be considered. An Offeror's request for Resident Preference will be honored only when the provisions of Sections 13-1-21 and 13-1-22 of the State Purchasing Act have been met.
- E. Any equipment supplied to the City of Roswell must comply with all requirements and standards as specified by the federal government's Occupational Safety and Health Act of 1971. All guards and protectors as well as appropriate markings must be in place before delivery. Items not meeting OSHA specifications will be refused. The supplier may be required, at its expense to provide training to municipal employees in the operation of this item and its maintenance, at the convenience of the City of Roswell.
- F. Pursuant to NMSA 1978, Section 13-1-172 an Offeror who believes they have been aggrieved may file a protest in writing with the Chief Procurement Officer within 15 calendar days of the occurrence of the event giving rise to the protest.
- G. The Procurement Code (NMSA 1978, §§13-1-28 to -199), imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and kickbacks.

**PART I: DEFINITIONS**

Where the following terms occur herein, the intent and meaning shall be as follows:

- A. **Chief Procurement Officer**  
Shall mean the Purchasing Agent, C.P.O. or Procurement Manager.
- B. **Contract**  
Contract shall mean an agreement executed by the City and the Offeror for the performance of the work and services, and the furnishing of materials or equipment, or both, as set forth in this Request for Proposal. The documents that will form the contract include this "Request for Proposal", all attachments hereto, the winning Offeror's "Proposal", and the subsequent "Contract Agreement."
- C. **Contracting Officer(s)**  
Contracting Officer(s) shall mean the designated representative(s) of the City with the authority to direct and modify the Contract Agreement with the Offeror.
- D. **May**  
Use of the term "may" with regard to Offerors indicates a permissive or optional term or condition, which will not affect consideration or evaluation of an Offeror's Proposal.
- E. **Offeror**  
Offeror shall mean the individual, partnership, or corporation (or legally authorized representative if the context so requires) who or which agrees, for a stipulated sum, to perform the work or service, or to furnish materials or equipment, or both, as set forth in a contract with the City of Roswell, New Mexico.
- F. **Proposal Opening**  
Proposal Opening shall mean at the precise due date and time as indicated on the Anticipated Schedule, all Offeror's names, city, state, and date and time of receipt shall be publicly read aloud for all proposals received by the city for this RFP.
- G. **Protest**  
A written protest of an aggrieved Offeror, as described in NMSA 1978 , § 13-1-172 and 1.4.1.81 NMRA, and subject to the requirements and limitations therein. In particular, all protests must be submitted in writing no later than 15 days after the act or event complained of. Furthermore, only an Offeror who is actually aggrieved by an act or event may protest it. All written protests shall be directed and mailed to the Chief Procurement Officer.
- H. **Shall**  
Use of the term "shall" with regard to Offerors indicates a mandatory requirement, failure to adhere to which subjects the Offeror to summary rejection.
- I. **Should**  
Use of the term "should" with regard to Offerors indicates a term or condition, fulfillment of which is not mandatory but which shall contribute towards the consideration of the Offeror's Proposal.
- J. **Surety**  
Surety shall mean the party who is bound with and by the Offeror to ensure the payment of all lawful debts pertaining to and for the acceptable performance of the Contract.

## **PART II: GUIDELINES AND PROCEDURE**

### **VI. Proposal Guidelines**

#### **A. General Proposal Requirements**

1. This RFP is issued by the City in accordance with the provisions of Sections 13-1-111 and 13-1-117 NMSA 1978, General Government Administration Procurement regulations NMAC 1.4.1.29 through 1.4.1.47; General Government Administration Procurement Code Regulations for Use of Competitive Sealed Proposals for Construction and Facility Maintenance, Services and Repairs, NMAC 1.4.8.1 through 1.4.8.17; and City of Roswell RFP Procedures Guide.
2. Offeror will submit a proposal for the project indicated in this RFP and Scope of Work/Services to meet the minimum requirements identified. The requirements stated herein do not preclude Offeror from furnishing additional information as deemed appropriate. Substantial deviation from the minimum requirements stated herein may be cause for rejection from further consideration.
3. Proposals shall be received via electronic DROPBOX, provided that no Proposal received after the due date listed above shall be considered. **Complete INSTRUCTIONS FOR UPLOADING PROPOSALS is attached to this RFP on the city website.**
4. Proposals must be submitted in the format outlined in this RFP. Additional information may be submitted in the form of separate bound appendices. Offerors must furnish all information required by the request.
5. Failure to adhere to any requirement or to meet any deadline set forth in this RFP may result in summary rejection of the Proposal by the Chief Procurement Officer.
6. The City may reject any or all proposals or parts of proposals, waive non-material irregularities in any proposal, negotiate any modifications to a Proposal that it deems acceptable, or process the selection of the successful Proposal without further discussion, as it deems it in its best interest to do so.
7. Offerors will fully inform themselves on conditions, requirements, and specifications before submitting their proposal. Failure to do so will be at Offeror's own risk and the Offeror cannot secure relief by plea of error.
8. The Chief Procurement Officer along with a proper witness will review all submissions and remove any that are non-conforming or non-responsive to the RFP. The Evaluation Committee may, at their sole discretion, limit the number of Offerors who may be offered the opportunity to present their proposals to the City and associated project staff. Based on interviews, information presented in the proposals, and any supplemental information requested, a finalist whose proposal best suits the needs of the City will be selected for City Council approval. The City will then enter into negotiations regarding a Contract and other related agreements.
9. Proposal documents must be prepared simply and economically, and provide a straightforward, concise delineation of capabilities proposed to satisfy the requirements of the RFP. Unnecessarily elaborate brochures or other presentations are not required. Completeness and clarity of content must be emphasized. All brochures, presentations and items submitted in support of proposals will become part of the Contract.
10. Proposals may be modified or withdrawn in writing to be received prior to the closing date and time specified. Proposals may be withdrawn in person by an authorized representative of the Offeror.

11. All signatures on proposals, amendments, or related correspondence must be by persons who are authorized to contractually bind the Offeror.
12. All costs incurred in the preparation and submission of proposal will be borne by the Offeror.
13. The City shall be the sole judge of Offerors' qualifications and reserves the right to verify all information submitted by the Offerors. The proposal selected will be that proposal which is judged to be the most beneficial to the City.
14. The City may make such investigation as deemed necessary to determine the ability of an Offeror to furnish services, and the Offeror will furnish to the City all information and data for this purpose as the City may request.
15. The City reserves the right to reject a proposal if the evidence submitted by, or investigation of, such Offeror fails to satisfy the City that such Offeror is properly qualified to carry out the obligations of the Contract, and to deliver the equipment and services contemplated herein.
16. City procurement regulations will be used throughout the solicitation, evaluation, award and administration process for this proposal/contract.
17. **Questions:**  
Questions shall be directed in writing to the Procurement Manager via email, with a copy to the Project Manager at the following addresses:

Procurement Manager:  
Lupita Everett  
Chief Procurement Officer  
425 N. Richardson Ave.  
Roswell, NM 88201  
Email: [l.everett@roswell-nm.gov](mailto:l.everett@roswell-nm.gov)

Project Manager:  
Juanita Jennings  
Public Affairs Director  
426 N. Richardson Ave.  
Roswell, NM 88201  
Email: [jn.jennings@roswell-nm.gov](mailto:jn.jennings@roswell-nm.gov)

All questions will be addressed by the Procurement Manager via Addendum to this RFP. Questions submitted after the deadline provided below in the "Summary of Anticipated Schedule" will not be addressed.

**B. Proposal Contents and Format**

1. This section provides a summary of information to be included in fulfilling the requirements of this RFP. Offeror must emphasize the rationale for the particular solution being proposed and emphasize its unique advantages
2. To facilitate comparison and evaluation, Offerors must follow the format outlined in this section. Proposals shall contain concise written material and illustrations that enable a clear understanding and evaluation of the capabilities of the Offeror. Legibility, clarity, and completeness are essential. The City, at its sole discretion, may reject any proposal which is unclear in any way.
3. The Offeror must provide the required information both as to itself and any other person, including without limitation, any corporation, partnership, Offeror, joint venture, consortium, or individual which the Offeror intends to assign to a key management role in the agreement with the City of or to which the Offeror intends to assign material responsibilities under any such agreement.
4. **Electronic Copy**  
Each Offeror is required to submit an email request **by no later than 8:00 A.M. on due date** to allow time for a DROPBOX request submittal to process. Send email to: [L.EVERETT@ROSWELL-NM.GOV](mailto:L.EVERETT@ROSWELL-NM.GOV) and [A.NIETO@ROSWELL-NM.GOV](mailto:A.NIETO@ROSWELL-NM.GOV)

The email subject line shall reference this information, otherwise, it may be missed:  
**RFP-20-008 OFFEROR – AUGUST 4, 2020, 2:00 P.M. –OFFEROR’S NAME, CITY & STATE**  
The Offeror will receive a DROPBOX request to upload the proposal. The Offeror must return the Proposal via the DROPBOX request and include all information, specifications and required documents in the format outlined in this Request for Proposals (RFP) document and **must be received before the submittal due date and time of AUGUST 4, 2020, 2:00 P.M.** The City will not accept any proposal received after the submittal due date and time. **Complete INSTRUCTIONS FOR UPLOADING PROPOSALS** may be obtained via City of Roswell website: [www.roswell-nm.gov/](http://www.roswell-nm.gov/) click on Bids/RFPs / select the RFP.

5. **Confidential Data**

If a request is received for disclosure of data, for which an Offeror has made written request for confidentiality, the Chief Procurement Officer shall make a determination that the data is, in fact, confidential and proprietary financial information concerning the Offeror’s organization and whether or not the data qualifies as a trade secret under the Uniform Trade Secrets Act, Sections NMSA 1978 57-3A-7. Unless the Offeror takes legal action to prevent disclosure of data that does not meet the requirements of the Uniform Trade Secrets Act, the data will be so disclosed. After award and execution of the contract the proposal shall be open to public inspections subject to any continuing prohibition on the disclosure of confidential data. Any pages of a proposal on which the Offeror has stamped or imprinted “proprietary” or “confidential” shall be readily separable from the proposal in order to facilitate public inspection for the non-confidential portion of the qualifications based proposal.

6. **Forms Required**

Offerors must include all required forms and attachments, including but not limited to, Certificate of Insurance, Proposal Acknowledgement Form, Vendor Information Form, IRS Form W-9, Campaign Contribution Form, Resident Veteran Preference and Non-Collusion Statement. Failure to include any required form will subject the Proposal to rejection.

7. **Format and Organization of Proposal Materials**

- a) Offeror shall submit one (1) proposal electronic file to include all required documents, specifications and information requested in this RFP document.
- b) **Cover Letter.** This letter is an introduction to the City that your company is submitting a proposal and why.
- c) **Title Page** with the RFP Number and Name, Offeror’s name and address, telephone number, web address, name of contact person and email address.
- d) **Table of Contents** that includes a clear identification of the written material by section and page number.
- e) **General Information about Firm.**
  - i. Include the name of Offeror’s name and address, telephone number, web address, name of contact person, email address.
  - ii. **Transmittal Letter** (separate from the Cover Letter) that specifically states the Offeror’s understanding of the work to be accomplished and briefly outlines the Offeror’s strengths in providing the required services. This letter should be signed by an authorized corporate officer for each entity included as a team proposal.
  - iii. **Written Assurance (Non-collusion Statement)** written on Offeror’s company letterhead that no member, officer or employee of the Offeror or its designees or agent or public official exercising any functions or responsibilities with respect to the proposed services have any personal



financial interest, direct or indirect, in any contract, subcontract or proceeds thereof, for work to be performed in connection with the proposed project.

f) **Firm's Experience and Qualification**

- i. Proposals for consideration for this project must contain evidence of the firm's experience and abilities in the specified area and other disciplines directly related to the proposed services.
- ii. Provide a profile of your organization and describe its legal structure principal officers and organizational structure.

g) **Scope of Services**

Offeror will include in their approach to completing the work elements described in the Statement of Work section of this RFP. The Scope of Services will address each task in the Statement of Work, listed numerically to correspond with the RFP.

h) **Required Forms**

Offeror must submit with their proposal all required forms which are listed above in Section VI., B., 6. Forms Required.

## II. Evaluation Procedure

A. City's Rights

The City reserves the right to revise or extend this schedule at its sole option. In its sole discretion, expand or reduce the criteria upon which it bases its final decisions regarding selection of an offeror for this project. The City reserves the right to reject any or all proposals or parts of proposals, to negotiate modifications of proposals submitted, and to negotiate specific proposal elements with an Offeror into a project of lesser or greater magnitude than described in this RFP or the Offeror's reply.

B. Addendum Effect on Request for Proposal

In the event an addendum to this RFP is issued, all solicitation terms and conditions will remain in effect unless specifically changed by the addendum.

C. Summary of Anticipated Schedule

	Action:	Responsibility:	Date:
1.	Issue RFP	City of Roswell	06/21/2020
2.	Deadline to Submit Written Questions	Offeror	7/17/2020
4.	Response to Questions via Addendum	Procurement Manager	7/21/2020
5.	Submission of Proposal: 2:00 PM	Offerors	8/4/2020
6.	Evaluation between 08/5/2020 – 08/19/2020	Evaluation Committee	08/05/2020
7.	Interviews (if held) between: 08/17/2020 – 08/19/2020	Evaluation Committee	08/17/2020
8.	Recommendation to <b>Finance</b> Committee	Procurement Manager or designee	09/03/2020
9.	Recommendation of Award to City Council	Procurement Manager or designee	09/10/2020
10.	Notice of Award	Procurement Manager	09/11/2020
11.	Protest Period	Effect Date between: <b>09/12/2020</b>	09/26/2020
12.	Contract Negotiations/Executed	City Manager	09/28/2020

D. Explanation of Sequence of Anticipated Schedule

1. **Issue RFP**

The Chief Procurement Officer shall issue the RFP for this project on this date specified in the Anticipated Schedule above.

**2. Deadline to Submit Written Questions**

Questions pertaining to this RFP will only be accepted through email by no later than 5:00 p.m. according to the specified date in the schedule above. This is the date and time set for submitting written questions regarding the RFP document and procurement process to the Chief Procurement Officer via email address:

[l.everett@roswell-nm.gov](mailto:l.everett@roswell-nm.gov).

**3. Response to Written Questions via Addendum**

The Chief Procurement Officer shall issue a written response to timely submitted written questions via an Addendum regarding the RFP procuring document or the procurement process, if applicable. This is the date that has been set to signify no other Addendum will be issued on the project so that Offerors have time to finalize their responses. Answers to all received questions are expected to be available to all Offerors who submitted written questions (or attended the Pre-Proposal Meeting if held) via email through an Addendum to the RFP by the deadline given on the schedule above and will be publicly posted. All Offerors shall acknowledge the receipt of the Addendum(s) where indicated on the **“Proposal Acknowledgement Form”** found on page **26** of this RFP document.

**4. Submission of Proposal**

- a) Proposals shall be submitted no later than the date and time provided in this RFP. Late Proposals *will not* be accepted. It is the Offeror’s responsibility to ensure that Proposals arrive at the appointed date and time. Proposals may be sent early to avoid any possible delay of the submission.
- b) If an Offeror desires to change a proposal that already has been submitted, the change may be made by a signed letter that refers to the RFP and addendum number(s). The letter must be received by the Chief Procurement Officer, prior to the hour and date specified for receipt of proposals in the amended RFP.
- c) PROPOSALS RECEIVED AFTER THE DEADLINE SHALL BE CONSIDERED NON-RESPONSIVE. Proposal submittals shall be date and time-stamped by the City’s office that is designated to receive proposals. A public log will be kept of the names and submittal times of all Offerors who submitted proposals.
- d) The Chief Procurement Officer shall review the proposals for completeness and compliance with the mandatory requirements prior to distribution to the Evaluation Committee. If any proposal submitted is deemed non-responsive, the Offeror will be notified in writing of such determination which will include the right of the Offeror to protest the decision. The Chief Procurement Officer shall designate a witness to be present during the opening of the proposals. The witness and Chief Procurement Officer shall sign the “List of Offerors” for the procurement file.

**5. Proposal Evaluation**

During the Proposal Evaluation, the Evaluation Committee will convene to discuss and score Proposals and shall be recorded on the Master Score sheet. Once the interviews (if held), have been completed, points will be added to the Master Score sheet then

finalized. A Tabulation Sheet will be created to outline the individual Offerors total average points and ranking.

**Note:** The Evaluation Committee reserves the right to hold interviews. The number of interviews, if held, will be at the discretion of the Evaluation Committee. The Evaluation Committee reserves the right to award the contract without interviews. If interviews are not held, the decision shall be documented for the procurement file.

#### **Interviews**

If interview(s) are to be held, the date, time, and location of the Interview meeting will be included with the notice to those Offerors selected for interview. A list of questions shall be distributed to the Offerors. The Evaluation Committee will allocate points based on the interview questions.

#### **6. Recommendation of Award to Finance Committee**

The Evaluation Committee shall prepare an evaluation report and a recommendation to the City Council Committee for award of the Project that shall include the total scores and ranking of all Offerors.

#### **7. Recommendation of Award to City Council**

If approved at Finance Committee, the evaluation report and award recommendation shall be presented to the City Council for award of the Project.

#### **8. Notice of Award**

Upon approval of Recommendation of Award by City Council, the Procurement Manager shall issue the Notice of Award and the City Manager or designee shall contact the winning Offeror in order to initiate contract negotiations.

#### **9. Contract Negotiations / Execution**

The City reserves the right to enter into negotiations with the highest ranked Offeror(s) per NMSA 13-1-115. If contract negotiations are not finalized within a reasonable period of time, the City will conclude negotiations with the selected firm(s) and begin negotiations with the next ranked firm based on final ranking.

### **III. Evaluation Criteria**

The Evaluation Committee will evaluate the proposals and may conduct interviews with Offerors applying for selection. The following criteria will be used by the Evaluation Committee to evaluate each proposal and create a score for each of the proposals. Each member of the Evaluation Committee will rank all proposals from highest to lowest evaluation score, and the rankings of all members of the Evaluation Committee shall be compiled. The criteria are not listed in any priority order. The Evaluation Committee will consider all criteria in performing a comprehensive evaluation of each proposal. Once the Interviews (if held), have been completed points will be added to the evaluation score sheet. The technical score and interview score will be combined and tallied, taking into consideration the resident or veteran preference calculation, to determine final award. If any proposal receives a majority of first place votes, that proposal will represent the best value for the City and will be recommended for award of the contract. Weights have been assigned to each of the criteria in the form of points. **TOTAL POSSIBLE POINTS=100.**

## EVALATION CRITERIA

EVALUATION CRITERIA		POSSIBLE POINTS
(1)	<b>Organizational Experience:</b> Points will be awarded based on the thoroughness and clarity of the response, the breadth and depth of the engagements cited and the perceived validity of the response	40
(2)	<b>Organizational References:</b> Points will be awarded based upon an evaluation of the responses to a series of questions that will be asked of the references concerning the quality and timeliness of the Offeror's services, responsiveness to issues and level of satisfaction with Offeror's overall performance.	10
(3)	<b>Technical Expertise:</b> Points will be awarded based on Offeror's experience, expertise and knowledge as a provider of community revitalization/redevelopment, wayfinding and monumental signage systems for municipalities.	30
(4)	<b>Interview (if held)</b>	20

## **PART III: SCOPE OF WORK / SPECIFICATIONS**

### **I. General**

#### **A. City's Intent**

The City of Roswell ("the City") is requesting proposals for professional consulting services from qualified consultants to develop a wayfinding signage plan and to prepare detailed designs for select sign types. The purpose of the plan is to guide travelers on the City's thoroughfares to key public destinations including educational facilities, healthcare facilities, governmental buildings, lakes, museums, parks, trails, sports facilities, zoo and other points of interest, and to establish universal and cohesive design standards for wayfinding and locational signage reflective of the City's identity. The City is seeking a wayfinding signage plan that is locally unique, attractive, and indicative of the character of Roswell.

The area covered by this plan includes the entire City of Roswell. The area includes local and state rights-of-way. While there will be a concentration on downtown and the railroad district, the entire City should be evaluated and included. The first step in branding and help direct visitors to a wide variety of community amenities.

#### **B. Background**

The City of Roswell was founded in 1866, and recognized as a city in 1890. Roswell is known worldwide for being the site for an alleged UFO crash in 1947. Millions for tourist have visited the town since the 50<sup>th</sup> anniversary of the event back in 1997. It was not always known for aliens and UFOs. Roswell has a rich and diverse natural and pioneer history. Roswell has recently undertaken a \$### thousand public-private development project around the city that includes an airport, minor league baseball stadium, hotel/convention center, fair grounds, nature paths and lakes, retail, restaurants, sports complex, senior living and zoo. This exciting project is bringing growth to the City. The development of a master wayfinding signage program is part of an overall economic effort to attract tourism activity within the community. A part of the master signage program would identify appropriate locations for permanent gateway signage in the Downtown Commercial District, the Railway District and other local attractions. In addition, street-level visibility, safety, maintenance and replacement costs need to be considered.

### **II. Statement of Work**

#### **A. Request for Clarification of Project Goals:**

The City's wayfinding program should provide consistent and attractive information to assist the traveling public to navigate efficiently to key destinations within the City. To achieve this, the consultant should:

1. Identify policies, criteria, and graphics for wayfinding;
2. Consider wayfinding needs for all modes of travel including motorized vehicles, bicycles, and pedestrians;
3. Identify ways that wayfinding can enhance and reflect the distinctive assets and character of the City;
4. Emphasize downtown and other areas in Roswell as a destination;

5. Establish gateway markers to MainStreet Roswell (Downtown District), Railroad District and historical areas, etc.
6. Anticipate the continued evolution of each area, traffic pattern changes, new destinations and increasing pedestrian and bicycle traffic; and
7. Coordinate with City staff. The wayfinding program should include, but not be limited to:
  - a) General information for pedestrians, bicyclists, and motorists and pedestrians
  - b) Organize information to direct visitors to different amenities, attractions and events
  - c) Arts and culture destinations
  - d) Memorial and historical venues and landmarks
  - e) Entertainment venues
  - f) Public parking
  - g) Popular destinations for visitors
  - h) Significant municipal buildings or properties
  - i) Public Transportation

**B. The Offeror Shall Work with the Committee on Tasks:**

The selected consultant will be working with a committee. The following is a general description of the anticipated tasks expected of the consultant. In preparing a proposal, the consultant is encouraged to modify, revise or otherwise amend the list of tasks to best satisfy the objectives of the proposed signage and wayfinding plan.

**1. Task 1: Assess Existing Conditions and Needs (Strategy and Analysis)**

- a) 1.1 Review and assess existing City inventory of wayfinding signage.
- b) 1.2 Review and assess existing City list of wayfinding destinations.
  - i. Downtown District
  - ii. Spring River Zoo
  - iii. Transit System
  - iv. Roswell Air Center
  - v. Roswell Museum & Art Center
  - vi. Roswell Convention & Civic Center
  - vii. Other community amenities
- c) 1.3 Identify user groups, their specific needs, and potential wayfinding difficulties as they affect the disabled, senior citizens, and new visitors to the area with respect to vehicular signage.
- d) 1.4 Identify short, medium and long-term priorities areas for removal and replacement.

**2. Task 2: Develop Recommendation for Signage Types and Placement (Design)**

- a) 2.1 Recommend wayfinding signage types that should be added, replaced or consolidated (e.g., directional markers, street signs, parking signage, public facility identification signage, etc.);
- b) 2.2 Using aerial imagery and/or GIS resources, develop a map of recommended wayfinding signage locations;
- c) 2.3 Prepare detailed designs for select wayfinding features and identify “barriers to installation” in areas that may provide challenges;

- d) 2.4 Briefly identify other opportunities for temporary or changeable special event or marketing signage including location and type of sign;
- e) 2.5 Develop a list of recommended terminology and/or design icons for primary and secondary destinations (e.g., landmarks, public facilities, educational facilities, retail and dining destinations); and
- f) 2.6 Prepare a cost estimate for the fabrication, installation, and maintenance of the system including the number of various sign types and locations.

**3. Task 3: Design Signage Elements (Fabrication)**

- a. 3.1 Recommend universal and cohesive design standards for wayfinding elements that are reflective of the City's identity consistent in color, font, materials, architectural elements and graphics taking into consideration the City brand. In addition, the recommendations should take into account street-level visibility, safety, maintenance and replacement costs.
- b. 3.2 Present for review by the City, seven (7) schematic design concepts of wayfinding signs, kiosk, kiosk with shaded structure with bench, special shade structure, gateways, obelisk, directional sign signs, parking signage, and/or other wayfinding elements that could be constructed and installed as part of a separate capital project; and
- c. 3.3 After review of the seven (7) schematic proposals in Item 3.2 and selection of the desired proposal by the City, submit one (1) set of design professional signed and sealed final design concept drawings in AutoCAD format, including: exact dimensions, letter heights, materials, mounting details, color specifications and material performance standards with written statements regarding rationale for design choices. Drawings stamped by a design professional licensed in the State of New Mexico must be provided if proposed signage design is not of a type already approved by the New Mexico Department of Transportation. Offeror shall ensure that signage will be of a design that meets NMDOT requirements.
- d. 3.4 The successful Bidder will provide signs and all materials needed for installation for approximately eighty (80) wayfinding signs which will be installed throughout the City of Roswell primarily along Main Street and Railroad District.
- e. 3.5 Provide full cost analysis of all:
  - i. Construction and manufacturing cost;
  - ii. Installation cost; and
  - iii. Long term maintenance cost.
- f. 3.6 Wayfinding signs will be design with product longevity and ease of maintenance in mind.

**4. Task 4: Wayfinding Plan (Approval and Installation)**

- a. 4.1 Develop a consistent and standardized wayfinding plan that will enable the City to provide easily understood and comprehensive direction to visitors and residents. The plan should incorporate the recommended policies and criteria already identified and also identify proposed locations for different wayfinding classification types.
- b. 4.2 Provide presentation materials for support of City staff public meeting(s).
- c. 4.3 Provide presentation materials for support of combined consultant/City staff presentation to City Council.

- d. 4.5 The ideal design plan should be rooted in proven place making and wayfinding methods and techniques.
  - e. 4.6 Install each component with consideration of the surrounding environment, line of sight and NM DOT regulations.
5. **Design Ownership:** The City of Roswell shall own the rights to any and all designs including but not limited to logos or other unique markers approved by the City during this process.

### C. General Description

The selected Offeror will provide professional services for the design, planning and implementation oversight of a graphically unified family of directional, contextual and identification signs across a range of signage mediums (the “Wayfinding Plan”). The Wayfinding Plan is intended to guide motorists, bicyclists, and pedestrians along and through streets, sidewalks and public spaces throughout the City of Roswell; with a focus on historical, cultural and recreational sites. The Wayfinding Plan must be flexible in order to accommodate future changes in and additions to the City of Roswell destinations and entry points. The Wayfinding Plan will also include the design and construction of a walking tour and monument signs for City owned buildings around the City of Roswell.

The selected Offeror will develop the foundation for the project by defining specific project goals, identifying sites, identifying signage types and signage locations that best meet the needs of the City of Roswell. The Wayfinding Strategy shall establish an approach incorporate the following tasks and topics:

1. Definition of specific wayfinding system goals and objectives
2. Identification of districts thoroughfares, zones, primary routes, major areas, points of interest and destinations (business, cultural, districts, education, health care, parking, recreation, shopping, etc.)
3. Identification of the types of signage that will best serve the City’s needs (including the potential use of alternate electronic means of information delivery)
4. Development of criteria for destination inclusion and signage grouping and hierarchy
5. Development of recommended route plan for primary access to all major destinations to determine optimal placement of signs
6. Design all signage to be readily visible and informative, while tasteful and restrained.
7. Design the Wayfinding Plan with product longevity and ease of maintenance in mind.
8. Work with New Mexico Department of Transportation (“NMDOT”) and develop all necessary forms to allow for the successful use of NMDOT right-of-ways.
9. Work with City staff to secure all necessary permits.

### D. Design

The City of Roswell is looking for multi-level and hierarchy levels of sign designs for the Wayfinding Plan. The designs of these signs must be durable, adaptable, reflective, and meet the New Mexico Department of Transportation (“NMDOT”) minimum requirements for signs located along highway right-of-ways (where applicable). Sign designs should be adaptable and updateable to account for changing locations and destinations around the City. The unified family of signs within the Wayfinding Plan will encompass the following categories and will be capable of coordination with other signage and graphic needs as they arise:

1. Welcome, Thoroughfare/Gateway Signs



2. Directional and Destination Signs-These signs include information directing visitors to landmarks, destinations, facilities, and services, including, but not limited to:
  - a) Air Center
  - b) Ball Fields
  - c) Bike Routes / Bird Sanctuary
  - d) Bus Stop / Public Transportation
  - e) City Hall
  - f) Convention Center
  - g) Downtown District
  - h) Educational Facilities
  - i) Lakes
  - j) Library
  - k) Museums / Planetarium
  - l) Parks (RV & Multipurpose Use)
  - m) Railroad District
  - n) Zoo
3. Building Identifier Signs
4. Pedestrian wayfinding and context maps, directories and signs
5. Monument signs for the following:
  - a) City Hall
  - b) Roswell Air Center
  - c) Roswell Civic & Convention Center
  - d) Roswell Museum & Art Center
  - e) Roswell Planetarium
  - f) Roswell Public Library
  - g) Spring River Zoo Exterior / Interior
  - h) Visitor Center
6. The selected Offeror shall produce preliminary, interim and final designs for each of the signage types identified in the Wayfinding Strategy, along with sample layouts for each identified sign. Design information shall include and incorporate (if possible) the 2016 wayfinding plan with the 2019 city branding guidelines:
  - a) Graphic Layout
  - b) Signage Text
  - c) Fonts
  - d) Size/Dimensions
  - e) Suggested Material Options
  - f) Base and/or Mounting Options
  - g) Placement within the City of Roswell

#### **E. Implementation**

The Selected Offeror will prepare an implementation plan for fabrication and installation that includes the following components:

1. Budget, based on approved design specifications and total number of signs required.
2. Installation plan, to include timing and phasing, based on cost and order of priority of signage elements.
  - a) Phase I-Welcome, Thoroughfare/Gateway Signs/Main Street Roswell, Railroad District and Air Center Monument Signs.
  - b) Provide visual links throughout the Railroad District.
  - c) Phase II-Directional and Destination Signs.

- d) Phase III-Building Identifier Signs, Pedestrian wayfinding and context maps, directories and signs.
- 3. Suggested criteria for selecting a qualified bidder for sign fabrication and installation.
- 4. Maintenance specification for cleaning, replacing, and repairing each signage type.
- 5. Plans and protocols for future signage expansion and modification options, as needed, in response to changes in the neighborhood and its amenities.

F. Insurance

1. Mandatory Insurance Requirements

Prior to the commencement of the Agreement, the Offeror shall obtain and keep in full force and effect until the termination of the Agreement, the following insurance with an insurance company licensed and qualified to do business in the State of New Mexico, as evidenced by a Certificate of Insurance and/or certified copies of the insurance policy(ies), to be provided at the time of execution of the Contract.

- 2. Worker Compensation – Statutory minimum limits
- 3. Employers' Liability with a minimum of \$750,000 combined single limit.
- 4. Commercial General Liability
- 5. Minimum \$750,000 combined single limit of Bodily Injury and Property Damage per occurrence including the following coverage:
  - a) Contractual Liability
  - b) Premises and Operations
  - c) Independent Offerors
  - d) Completed Operations and Product Liability
  - e) Personal Injury
- 6. Additional Insured  
The City shall be named as an additional insured on all liability policies.
- 7. Policy Cancellation  
Sixty (60) days written notice of cancellation or of any material change in the policy(ies) is required.
- 8. Certificate Holder: City of Roswell, New Mexico

G. Working Conditions

In the performance of the Agreement, the Offeror shall adopt working conditions, and other employment policies which meet the approval of the City and comply with current applicable Federal or State laws.

1. Job Safety Compliance

- a) It shall be the responsibility of the Offeror to comply with all the provisions applicable to the Occupation Safety and Health Act as enforced by the U.S. Department of Labor and to require all employees to comply with this law and all regulatory State or local laws affecting job safety. At a minimum, Offeror will provide a written Safety Program, a "Lockout/Tag out" Program, a safety training program for maintenance facility employees, and a performance-based safety incentive program for all maintenance technicians.
- b) It shall be the Offeror's responsibility to maintain throughout the contract period a safety and accident prevention program which meets requirements of Federal, State and local codes and all other authorities having jurisdiction over this work.

2. Equal Opportunity Compliance

- a) Agreement and Certification of Compliance with Federal Laws and Regulation.
  - i. The City and the Offeror (hereinafter jointly referred to as "Offeror" for the

purpose of this Agreement) are subject to the requirements of Executive Order 11246, as amended; Executive Order 11625; Section 402 of the Vietnam Era Veterans Readjustment Act of 1972, as amended; Section 503 of the Rehabilitation Act of 1973, as amended; and related rules and regulations of the Department of Labor and the Office of Federal Contract Compliance Programs.

b) The Equal Opportunity Clause

- i. During the performance of this contract, Offeror agrees to be bound by the following provisions as contained in Section 202 of Executive Order 11246, as amended, to wit:
- ii. The Offeror will not discriminate against any employee or applicant for employment because of race, color, religion, sex or national origin. The Offeror will take affirmative action to insure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex or national origin. Such actions shall include, but not be limited to, the following employment upgrading, demotion, or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training, including apprenticeship. The Offeror agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause.
- iii. The Offeror will, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin.
- iv. The Offeror will send to each labor union or representative of workers for which he has a collective bargaining agreement or other contract or understanding, a notice to be provided by the agency contracting officer, advising the labor union or workers representative of the Offeror's commitment under Section 202 of Executive Order No. 11246 of September 24, 1965, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
- v. The Offeror will comply with all provisions of Executive Order No. 11246 of September 24, 1965, and the rules, regulations and relevant orders of the Secretary of Labor.
- vi. The Offeror will furnish all information and reports required by Executive Order No. 11246 of September 24, 1965, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records and accounts, by the contracting agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations and orders.
- vii. In the event of the Offeror's noncompliance with the nondiscrimination clauses of this Contract or with any such rules, regulations, or orders, this Contract may be canceled, terminated, or suspended in whole or in part and the Offeror may be declared ineligible for further Government contracts in accordance with procedures authorized by Executive Order No. 11246 of September 24, 1965, or by rule, regulations, or order of the Secretary of Labor, or as otherwise provided by law.

- viii. The Offeror will include the provisions of Paragraphs (1) through (7) in every subcontract or purchase order unless exempted by rules, regulations or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each Sub-Contractor or Offeror. The Offeror will take such action with respect to any subcontract or purchase order as the contracting agency may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, however, that in the event the Offeror becomes involved in, or is threatened with litigation with a Sub-Contractor or Offeror as a result of such direction by the contracting agency, the Offeror may request the United States to enter into such litigation to protect the interest of the United States.
- c) Certification of Non-Segregated Facilities
  - i. Offeror certifies that he does not maintain or provide for his employees any segregated facilities at any of his establishment, and that he does not permit his employees to perform their services at any location, under his control, where segregated facilities are maintained. He certifies further that he will not maintain or provide for his employees any segregated facilities at any of his establishments, and that he will not permit his employees to perform their services at any location under his control where segregated facilities are maintained. Offeror agrees that a breach of his certification is a violation of the Equal Opportunity Clause in this contract. As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, rest rooms, and wash rooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, creed, color, or national origin, because of habit, local custom, or otherwise. He further agrees that (except where he has obtained identical certifications from proposed Sub-Contractors for specific time periods) he will obtain identical certifications from proposed Sub-Contractors prior to the award of such subcontracts exceeding \$10,000.00 which are not exempt from the provisions of Equal Opportunity Clause, that he will retain such certification in his files, and that he will forward notice to such proposed Sub-Contractors (except where he has obtained identical certification from proposed Sub-Contractors for specific time periods.)
- d) Notice to Prospective Sub-Contractors of Requirement for Certifications of Non-segregated Facilities
  - i. A Certification of Non-segregated Facilities as required by the May 21, 1968, order on Elimination of Segregated Facilities, by the Secretary of Labor (33 Fed. Reg.
  - ii. 7804, May 28, 1968), must be submitted prior to the award of a subcontract exceeding \$10,000.00 which is not exempt from the provisions of the Equal Opportunity Clause. The Certification may be submitted either for each subcontract or for all subcontracts during a period (i.e., quarterly, semiannually, or annually).
- e) Note: The penalty for making false statements in offers is proscribed in 18 U.S.C. 1001.

3. Employer Report EEO-1
- a) The undersigned Offeror further agrees and certifies that if the Offeror has 50 or more employees, Offeror will file a complete and accurate report on Standard Form 100 (EE)-1) with a Joint Reporting Committee at the appropriate address per the current instructions within thirty (30) days of the Contract award and otherwise comply with and file such other compliance reports as may be required under Executive Order 11246, as amended, and Rules and Regulations adopted there under.
  - b) Written Affirmative Action Program (if this Contract exceeds or will exceed \$50,000)
    - i. The undersigned Offeror further agrees and certifies that if the Offeror has 50 or more employees, Offeror will develop a written affirmative action compliance program for each of its establishments as required by Title 41, Code of Federal Regulations, Section 60.1.40 and 60.2
  - c) Veteran Employment Clause
    - i. Offeror agrees to abide by and comply with provisions of the Affirmative Action Clause, Section 60-250.4 of 41 C.F.R. unless exempted as therein provided and which provisions are incorporated herein by reference to the same extent as though set forth herein full.
  - d) Executive Order 11758 – Employment of Handicapped Persons
    - i. Offeror agrees that it will abide by and comply with the provisions of the Affirmative Action Clause, Section 60-741.4 of 41 C.F.R. (41 Fed. Reg. 16150, April 16, 1976), Affirmative Action for Handicapped Workers, which provisions are incorporated herein by reference to the same extent as though set forth herein in full.
  - e) Federal Procurement Regulation Amendment 153 – Utilization of Small Business Concerns Clause
    - i. It is the policy of the Government that a fair portion of purchases and contracts for supplies and services for the Government be placed with small business concerns.
    - ii. The Offeror agrees to accomplish the maximum of subcontracting to small business concerns that the Offeror finds to be consistent with the efficient performance of this Contract.
  - f) The Executive Order 11625 – Utilization of Minority Business Enterprise
    - i. It is the policy of the Government that minority business enterprises shall have the maximum practicable opportunity to participate in the performance of Government contracts.
    - ii. The Offeror agrees to use his best efforts to carry out this policy in the award of subcontracts to the fullest extent consistent with the efficient performance of this Contract. As used in this Contract, the term “minority business enterprise” means a business, at least fifty-one (51%) percent of the stock of which is owned by minority group members. For the propose of this definition, minority groups or members are African Americans, Mexican Americans, Asian Americans, Native Americans. Offerors may rely on written representations by Sub-Contractors regarding their status as minority business enterprises in lieu of independent investigation.

### III. General Conditions for Proposal

#### A. Contract Term

The contract is scheduled to begin by October 1, 2020. The initial contract deliverables are to be completed by June 30, 2021, provided that the funds for subject contract are available and approved by the City Council and that the Offeror has established a satisfactory record of performance.

#### B. Offeror's Relationship to the City

##### 1. **Offeror as Independent Offeror**

It is expressly agreed and understood that the Offeror is in all respects an Independent Offeror as to the work, and that the Offeror is in no respect an agent, servant or employee of the City. This contract specified the work to be done by the Offeror, but the method utilized to accomplish the work shall be the responsibility of the Offeror.

##### 2. **Subcontracting**

Offeror may subcontract services to be performed hereunder with the prior approval of the City, which shall not unreasonably withhold approval. No such approval will be construed as making the City party of, or to, such subcontract, nor shall approval be construed as subjecting the City to liability of any kind to any Sub-Contractor. No subcontract shall, under any circumstances, relieve the Offeror of its liability and obligation under this Contract, and despite such subcontracting the City shall deal through the Offeror, and Sub-Contractors will be dealt with as workmen and representatives of the Offeror. It is The Offeror's responsibility to ensure that approved Sub-Contractors have achieved the same liability coverage as the Offeror.

##### 3. **City Representative(s)**

Unless provided otherwise elsewhere in the contract, the City may authorize representative(s) to act on behalf of the City on all matters relating to this contract, and/or services being performed hereunder. The representative(s) shall decide all questions which may arise as to the quantity, character and quality of services performed or to be performed pursuant to this contract.

##### 4. **Termination of Contract**

Upon Thirty (30) calendar days written notice delivered by certified mail, return receipt requested, to the Offeror, the City may without cause and without prejudice to any other right or remedy, terminate the Contract for the City's convenience whenever the City determines that such termination is in the best interest of the City and so state that the contract is being terminated for the convenience of the City under the termination clause and the extent of termination. The Offeror shall discontinue all work on the appointed last day of service.

## SUBMISSION CHECKLIST

**RFP-20-008**

### **WAYFINDING**

#### **Checklist**

This checklist is included as a convenience to the Offerors, but does not relieve any Offeror of reviewing the entire Request for Proposals packet, understanding its contents, and complying with all requirements contained therein.

- ☐ 1. Proposal
  - ☐ a. Electronic File Copy
    - ☐ • Original Technical Proposal
  - ☐ b. Order
    - ☐ • Cover Letter.
    - ☐ • Title Page
    - ☐ • Table of Contents
    - ☐ • General Information about Firm.
    - ☐ • Firm's Experience and Qualification
    - ☐ • Scope of Services
- ☐ 2. Documents
  - ☐ a. Certificate of Insurance
  - ☐ b. Campaign Contribution Disclosure form
  - ☐ c. Proposal Acknowledgment form
  - ☐ d. Vendor Information form
  - ☐ e. W-9 form
  - ☐ f. Non-Collusion Statement
  - ☐ g. Resident Veterans Preference Certification
  - ☐ h. Bond (if applicable)
- ☐ 3. Offeror must submit email as stated in this RFP document
  - a. **By no later than 8:00 a.m. before due date of AUGUST 4, 2020**
  - b. To avoid missing your email, the subject line of your email **must** show as follows:  
**RFP-20-008 – AUGUST 4, 2020 - 2:00PM - OFFEROR'S NAME-CITY-STATE**
- ☐ 4. Proposal must be received via **DROPBOX** before the due date and time of:  
**AUGUST 4, 2020, 2:00 P.M.**

## **CAMPAIGN CONTRIBUTION DISCLOSURE FORM**

Pursuant to Chapter 81, Laws of 2006, any prospective Offeror seeking to enter into a contract with any state agency or local public body must file this form with that state agency or local public body. The prospective Offeror must disclose whether they, a family member or a representative of the prospective Offeror has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the Offeror submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the Offeror signs the contract, if the aggregate total of contributions given by the prospective Offeror, a family member or a representative of the prospective Offeror to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

THIS FORM MUST BE FILED BY ANY PROSPECTIVE OFFEROR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

**“Applicable public official”** means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective Offeror is submitting a competitive sealed proposal or who has the authority to negotiate a sole source of small purchase contract that may be awarded without submission of sealed competitive proposal.

**“Campaign Contribution”** means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official’s behalf for the purpose of electing the official to either statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

**“Contract”** means any agreement for the procurement of items of tangible personal property, services, professional services, or construction.

**“Family member”** means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law.

**“Pendency of the procurement process”** means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

**“Person”** means any corporation, partnership, individual, joint venture, association or any other private legal entity.

**“Prospective Offeror”** means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

**“Representative of a prospective Offeror”** means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective Offeror.



Name(s) of Applicable Public Official(s) if any: \_\_\_\_\_  
(Completed by State Agency or Local Public Body)

DISCLOSURE OF CONTRIBUTIONS BY PROSPECTIVE OFFEROR:

Contribution Made By: \_\_\_\_\_

Relation to Prospective Offeror: \_\_\_\_\_

Date Contribution(s) Made: \_\_\_\_\_

Amount(s) of Contribution(s) \_\_\_\_\_

Nature of Contribution(s) \_\_\_\_\_

Purpose of Contribution(s) (Attach extra pages if necessary)

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title/Position

\_\_\_\_\_  
Date

--OR--

**NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE** to an applicable public official by me, a family member or representative.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title/Position

\_\_\_\_\_  
Date

**PROPOSAL ACKNOWLEDGEMENT FORM**



<i>RFP#:</i>	<b>RFP-20-008</b>
<i>NAME:</i>	<b>WAYFINDING</b>
<i>DEPARTMENT:</i>	<b>PUBLIC AFFAIRS</b>
<i>DATE OF OPENING:</i>	<b>TUESDAY, AUGUST 4, 2020</b>
<i>TIME OF RFP OPENING:</i>	<b>2:00 P.M.</b>

**Submit (1) Original Proposal via DROPBOX, see attached INSTRUCTIONS FOR UPLOADING PROPOSALS**

**OFFEROR ACKNOWLEDGES RECEIPT OF THE FOLLOWING ADDENDUMS:**

**ADDENDUM NUMBER:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**ADDENDUM NUMBER:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**ADDENDUM NUMBER:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**ADDENDUM NUMBER:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Proposal must remain valid **120 days** after proposal opening unless otherwise stated herein.

The undersigned, doing business in the City of Roswell, New Mexico, submits herewith, in conformity with the instructions, conditions and specifications for the above listed proposal:

Offeror Company Name:	Signed by:
Mailing Address / City / State / Zip:	Printed Name:
Phone Number:	Email Address:
Fax Number:	Date:



PURCHASING DEPARTMENT  
PO Box 1838, Roswell, NM 88202  
PH. 575-637-6222  
purchasing@roswell-nm.gov

VENDOR #:	
NTTC:	
1099:	

## VENDOR INFORMATION FORM

All vendors must complete this entire form prior to doing business with the City of Roswell. Without this form and the W-9, a Purchase Order or Payment cannot be issued.

### INSTRUCTIONS: (Please type or print legibly)

- Please attach current version signed W-9 Form (electronic: Adobe Certificate-Based or DocuSign) otherwise rejected
- What COMMODITY OR SERVICE is your company providing? \_\_\_\_\_

### BUSINESS INFORMATION

Federal Tax ID or SSN: \_\_\_\_\_ New Mexico State ID: \_\_\_\_\_

Tax Class: ☐ Individual/Sole proprietor | ☐ C Corp | ☐ S Corp | ☐ Partnership | ☐ LLC Type: \_\_\_\_ | ☐ Other: \_\_\_\_\_

Business Name: \_\_\_\_\_ D/B/A: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Email to Receive Purchase Orders: \_\_\_\_\_

Website address: \_\_\_\_\_

Remit to: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Accounts Receivables Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### VENDOR TYPE (Check the most appropriate type related to the type of service or goods you provide)

✓	Type	Code	✓	Type	Code	✓	Type	Code
	CPA's, ACCOUNTANTS	ACCT		GOVERNMENT SERVICES	GOVT		PRODUCT / MATERIAL SUPPLIER	PROD
	ADVERTISING	ADVE		HEATING & COOLING	HEAT		PROFESSIONAL SERVICES	PROF
	ARCHITECTS	ARCH		LANDSCAPING / TRIMMING	LDSC		RENTS / LEASING	RENT
	ARTISTS	ART		LEGAL / ATTORNEY / LAWYERS	LEGA		STREET CONSTRUCTION	STRE
	BLDG / ROOF CONSTRUCTION	BLDG		MEDICAL SERVICES / VETRINARY	MED		SERVICES VENDOR	SRVC
	ENGINEERS	ENG		PLUMBING SERVICES	PLUM		VEHICLE MAINT / REPAIR	VEHM
	OTHER (please specify):	OTHR						

A Year End 1099-Misc will be issued for Service or Construction Industry Vendors as per IRS Regulations

(Revised: 2/2020)



## Request for Taxpayer Identification Number and Certification

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give Form to the  
requester. Do not  
send to the IRS.

Print or type.  
See Specific Instructions on page 3.

<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
<b>2</b> Business name/disregarded entity name, if different from above	
<b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor or single-member LLC  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) ► _____	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <i>(Applies to accounts maintained outside the U.S.)</i>
<b>5</b> Address (number, street, and apt. or suite no.) See instructions.	Requester's name and address (optional) <b>CITY OF ROSWELL</b> <b>PO BOX 1838</b> <b>ROSWELL NM 88202</b>
<b>6</b> City, state, and ZIP code	
<b>7</b> List account number(s) here (optional)	

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
				-				-	
<b>or</b>									
<b>Employer identification number</b>									
				-					

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ►	Date ►
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## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

## Resident Veterans Preference Certification

\_\_\_\_\_ (name of contractor) hereby certifies the following in regard to application of the resident veterans' preference to this procurement:

**Please check one box only**

☐ Not applicable to this bid submittal.

☐ I declare under penalty of perjury that my business prior year revenue starting January 1 ending December 31 is less than \$3M allowing me the 10% preference discount on this solicitation. I understand that knowingly giving false or misleading information about this fact constitutes a crime.

I agree to submit a report, or reports, to the State Purchasing Division of the General Services Department declaring under penalty of perjury that during the last calendar year starting January 1 and ending on December 31, the following to be true and accurate:

In conjunction with this procurement and the requirements of this business' application for a Resident Veteran Business Preference/Resident Veteran Contractor Preference under Sections 13-1-21 or 13-1-22 NMSA 1978, when awarded a contract which was on the basis of having such veterans preference, I agree to report to the State Purchasing Division of the General Services Department the awarded amount involved. I will indicate in the report the award amount as a purchase from a public body or as a public works contract from a public body as the case may be.

"I understand that knowingly giving false or misleading information on this report constitutes a crime."

I declare under penalty of perjury that this statement is true to the best of my knowledge. I understand that giving false or misleading statements about material fact regarding this matter constitutes a crime.

\_\_\_\_\_  
(Signature of Business Representative)\*

\_\_\_\_\_  
(Date)

\*Must be an authorized signatory for the Business.

The representations made in checking the boxes constitutes a material representation by the business that is subject to protest of the procurement involved if the statements are proven to be incorrect which may result in denial or cancellation of an award.

**GO TO MEETING SESSION**  
**FOR QUESTIONS AFTER THE RFP OPENING**

**Tuesday, August 4, 2020 2:00 PM - 2:45 PM (MDT)**

**RFP-20-008 WAYFINDING**

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**Go To: <https://global.gotomeeting.com/join/858177365>**

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